Principle of Adequate Coverage and Partial Losses-Eighty Per Cent Insurance to Value—Reason for Co-insurance or Assured's Par-ticipation—What Service Accomplishes.

ATE making in fire insurance is based on the expectation, first, most fires will be extinguished ducing what we term "partial losses." or losses less than the insurance), and second that all property will be insured for a fair proportion of its

Eighty per cent insurance to value, for instance, fairly meets everyday he does not provide. This is usually name being "Reduced Rate Average vent rate discrimination between inwurants, he must share in his own less so as not to unbalance the experience (results) in his class.

Without an understanding of fire underwriting fundamentals, a man av reason this way: "I have a well built property worth about \$100,000 which will cover my probable loss.'

insurance (without the "co-insurance" agreement), a \$5,000 fire would mean to him a property loss of only 5 per cent but to us an insurance loss

On the basis of the premium rate produced by schedule, he should have and fire underwriting is not a gamble but a calculation based on the many thousands of separated properties and a period of years. We could secure no average on the basis he proposes except at prohibitive rates.

Above all, "co-insurance" prevents rate discriminations—a cardinal principle. Were some men to carry only \$5,000 and others \$80,000 at the only \$5,000 and others \$80,000 at the same rate of premium on practically identical risks, equal in value, it would result in unbalancing the whole "experience" on that class of risks by reducing the premiums and increasing the losses. This would be gross discrimination against and at once establish unfair rates for the prudent man who for his own protection provides the \$80,000 fire insurance. That is why the man who will not pay the premiums to meet the requirement of 80 per cent fire insurance to property value, must pay the penalty at the other end in a reduction in the amount he may collect when loss comes.

If you believe that "a system of fire insurance rating which does not discriminate between safe construction and unsafe construction, and between carefulness and negligence, is an injury to the community" (as one of the students of our business wrote many years ago when advocating schedule rating), we can demonstrate to you the fairness and the reasonableness and the desirability of fire insurance as today sold by the stock companies that are co-ordinated (not combined) to make your property safer, to prevent your neighbor from damaging you, to make your community better, to make your life and the lives of your neighbors and of all other citizens safer, to make your city cleaner and healthier and more habitable and to help you solve your housing problems in saving your property from destruction by preventable fires and in paying honest losses promptly so that your destroyed houses may be rebuilt without needless delay.

This is a rather large order, but after all it represents an everyday function of stock fire insurance, in addition to indemnification for losses, though the underlying service functions so unobtrusively that the uninformed do not see it.

Stock fire insurance companies stand behind the business credit of the nation. Of all the insurance cartiers their standard of solvency is the highest; their supervision the most rigid; their taxes paid to the State the largest, and their contracts the safest and the best.

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